



## General Balance Probiotics



General  
Balance



## General Balance Probiotics

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## Product Introduction

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- + **Product Name :** General Balance Probiotics
- + **Product Type:** Dietary Supplement
- + **Net Wt. :** 2.65 oz. (75g) / 2.5 g x 30 sticks
- + **Ingredients :** Six 7-strain probiotics combination, fructooligosaccharides, xylooligosaccharides, and Vitamin C
- + **Suggested Use :** Take 1 stick once a day.
- + **Recommended for:** Adults, teens, and children. Dissolve in lukewarm water for easier intake
- + **Expiration Date:** 18 months



## Product Features

**6 different strains of probiotics that support a healthy gut environment with 3 billion live and active cultures that inhibit the growth of harmful bacteria.**

- + World-patented double microcapsule technology that delivers probiotics to the intestines
- + Hand-selected strains that hardy and adaptable
- + Indigenous probiotics that produce CLA (patented)
- + 3 billion live cultures to support gut health
- + Helps balance gut bacteria and supports bowel movements
- + May help promote lactobacillus growth and inhibit harmful bacteria to facilitate bowel movements.



# Product Features – 6 Types of Compound Strains

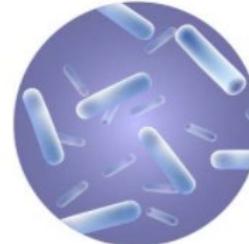
## Lactobacillus

### 3 Strains of Lactobacillus

Lactobacillus acidophilus CBG-C13 (patent no. 10-1655851)

Lactobacillus rhamnosus CBG-C14 (patent no. 10-1655852)

Lactobacillus plantarum JBMI F5 (patent no. 10-1274467)

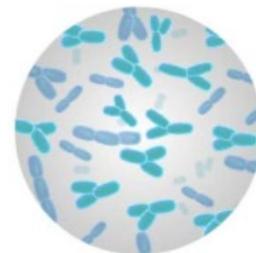


## Bifidobacterium

### 2 Strains of Bifidobacterium

Bifidobacterium longum CBG-C11 (patent no. 10-1401530)

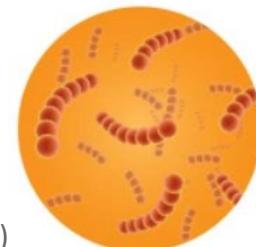
Bifidobacterium lactis CBG-C10



## Streptococcus

### 1 Strain of Streptococcus

Streptococcus thermophilus CBG-C19 (patent no. 10-1655856)



## Product Features

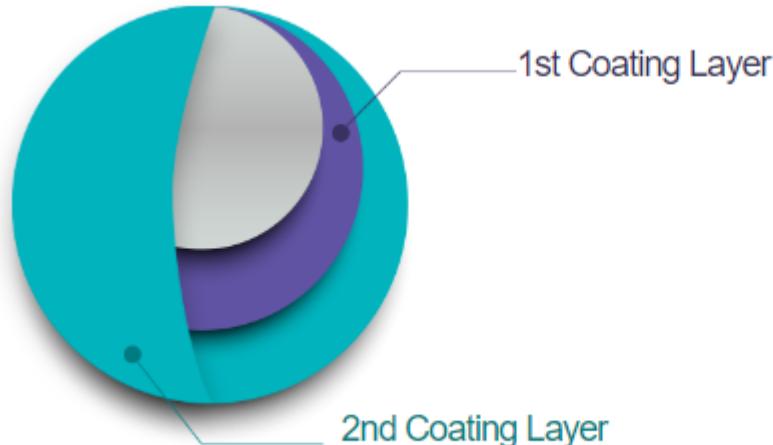
General Balance Probiotics delivers 15 billion live cultures to help you obtain approximately 3 billion live cultures or more



## Product Features

# Patented Double Layered Microencapsulated Probiotics

Protects probiotics that may be sensitive to external environment so that it may be delivered safely to the intestines.



Patent no. 10-0782984

## Double Layered Microencapsulation for survival in heat, moisture, and highly acidic environments



# Product Features – Double Micro-Encapsulation

<World-patented double micro-encapsulation technology>

\* **Technology name:** Double Micro-encapsulation

Related Patents

- **Korean Patent:** 10-0782984
- **Japanese Patent:** 4108613

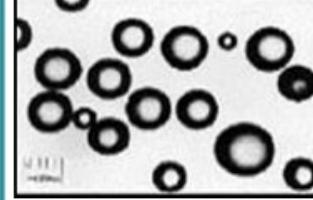
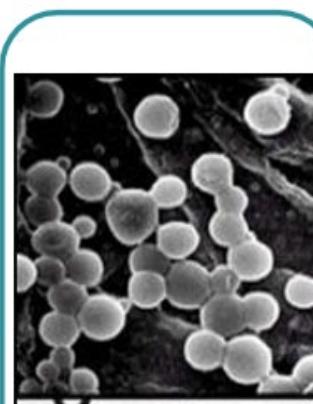
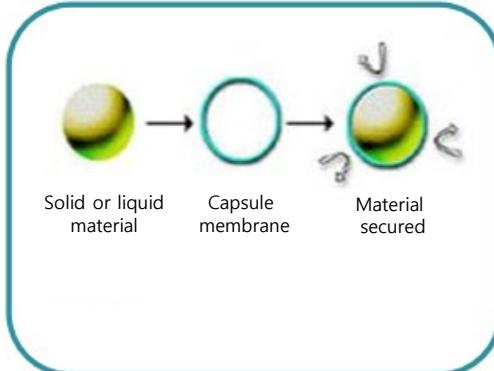
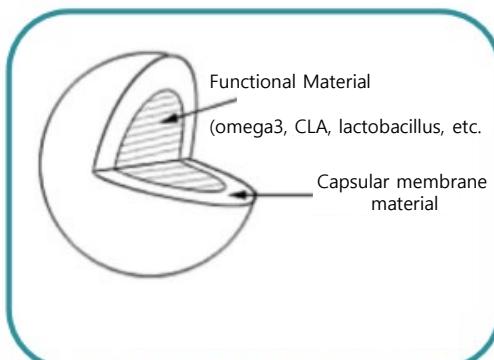
\* **Features**

- Functional materials are surrounded by a capsule membrane to protect against external factors that can destroy material stability -> Secures material stability
- Materials reach the intestines alive and stable
- Effective even with small intake

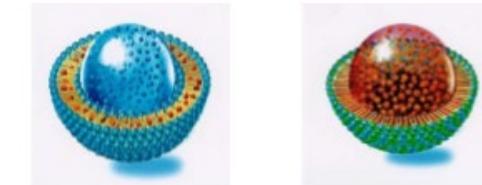


# Product Features – Double Micro-Encapsulation Technology

## What is Double Micro-encapsulation?



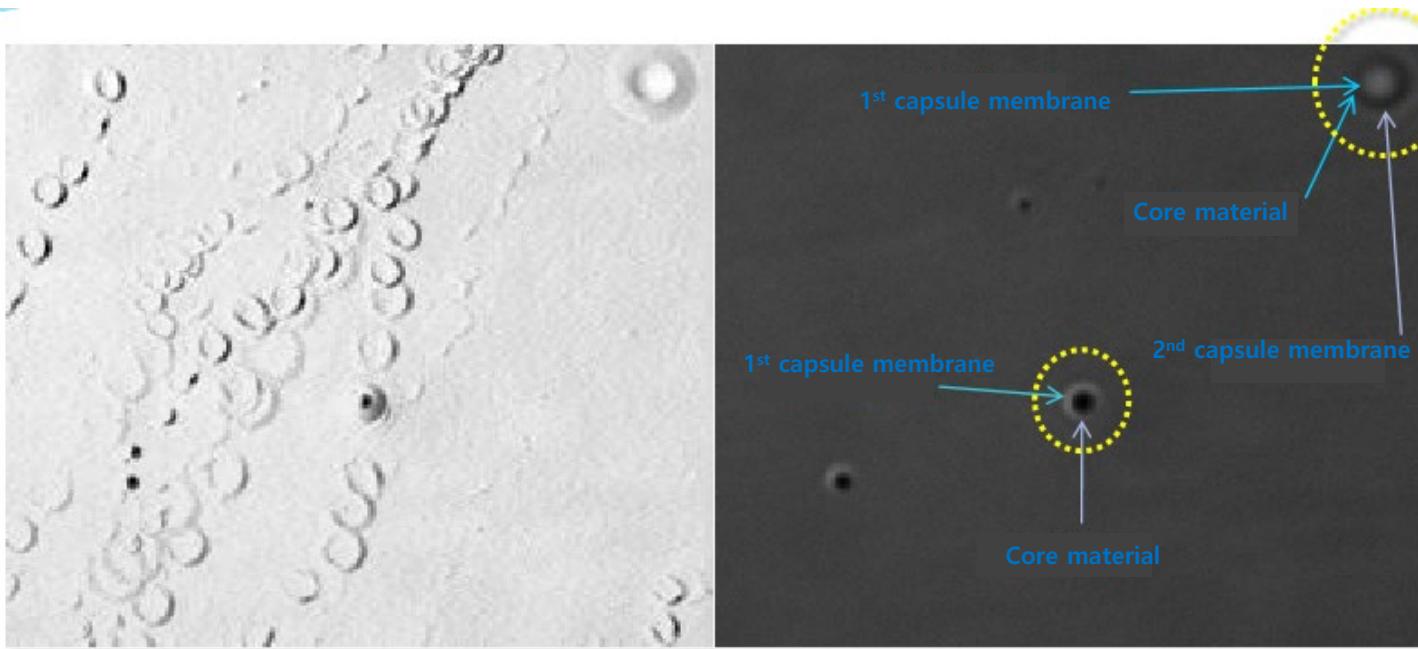
Close-up of Micro-capsule



- Most pharmaceuticals and functional ingredients are absorbed in the human intestine. Therefore, they must be able to safely withstand stomach and bile acids and be delivered to the intestine to maximize efficacy/effectiveness.
- Micro microencapsulation technology is a special technology designed to deliver functional materials to the intestine by securing stability in stomach acid or bile acid.

# Product Features – Double Micro-Encapsulation Technology

## + Double Micro-encapsulation

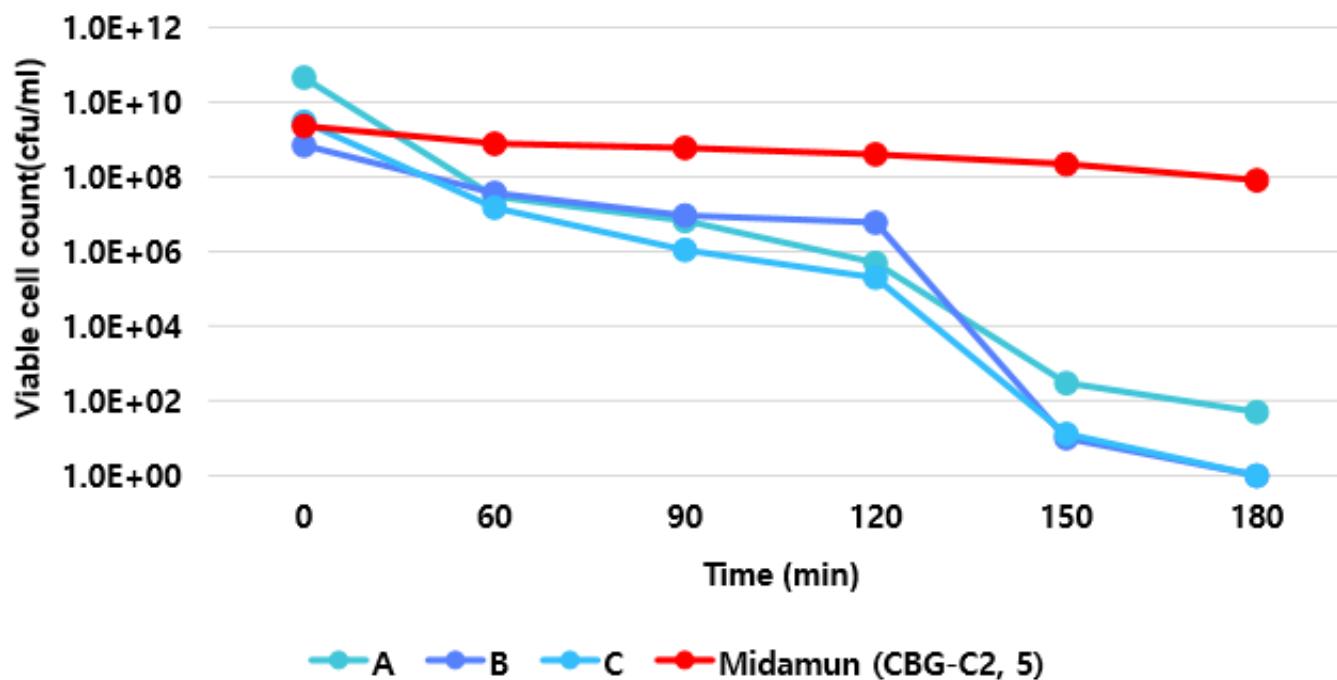


- Three-dimensional micrograph of a bilayer microcapsule
- The secondary capsule opens in the stomach and the primary capsule opens in the intestine for absorption into the body
  - Capsule size is 0.3~2.5  $\mu\text{m}$  for better absorption in the body and deliverability to the intestine

# Product Features – Double Micro-Encapsulation Technology

## + Double Micro-encapsulation

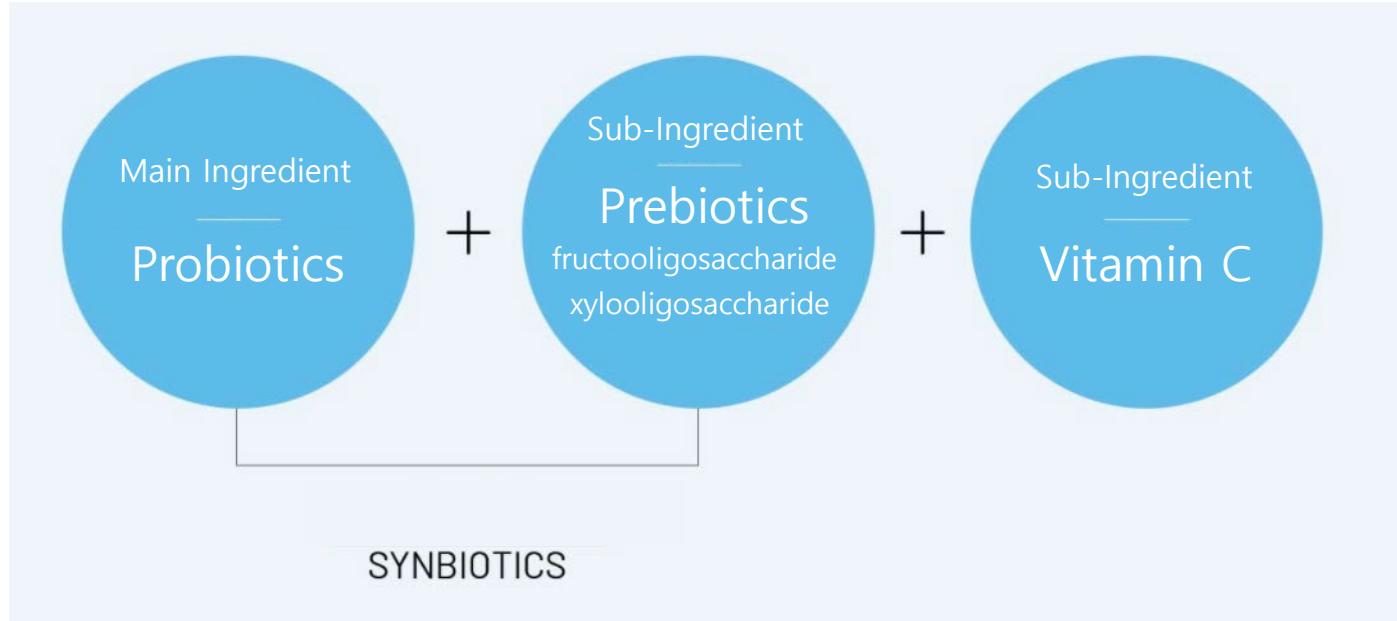
Artificial Gastric Fluid Stability Test



- Tested double-micro encapsulated powders against other powdered products in artificial gastric juice (in vitro)
- Results showed the double-micro encapsulated powders were stable for up to 2 hours

# Product Features

Contains **Prebiotics** and **Vitamin C**



What are Synbiotics?

Synbiotics refer to the combination of probiotics and prebiotics, which help to support the growth and activity of probiotics. Synbiotics help to support the survival of the bacteria in the intestines.



# Product Features

## No Additives

No chemical excipients, flavors, or colors have been used for production efficiency and taste.

NO

Silicon Dioxide

NO

Magnesium Stearate

NO

Hydroxypropyl Methylcellulose (HPMC)

NO

Artificial Flavors

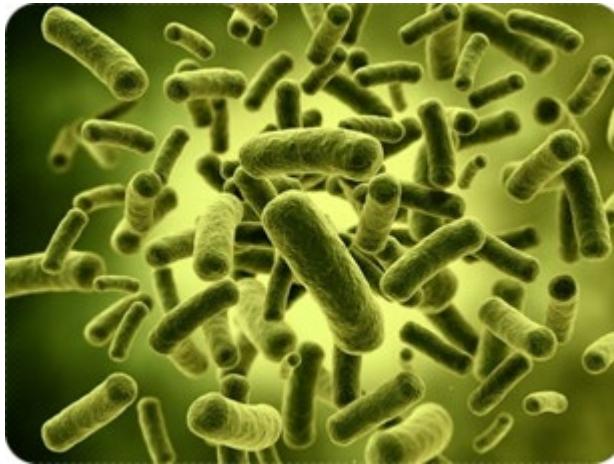
NO

Artificial Coloring Agents



## Main Ingredient - Probiotics

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The human gut is home to more than [100 species of bacteria, totaling 100 trillion bacteria](#). The ratio of good bacteria to bad bacteria is important to keep your gut healthy. The average human gut has about an 85:15 ratio of good bacteria to bad bacteria. Probiotics help the good bacteria grow and inhibit the bad bacteria to maintain a healthy balance of bacteria in the gut.

Probiotic means "[For Life](#)" in Greek, and refers to a strain of bacteria that, when ingested, has a beneficial effect on the intestinal environment. The balance of good and bad bacteria in the gut is often disrupted due to poor dietary habits and exposure to toxic environments. If you suffer from intestinal problems such as constipation, diarrhea, irritable bowel syndrome, or take antibiotics, it is essential to take probiotics as antibiotics targets both beneficial and harmful bacteria.

# Product Features – Probiotic Bacteria

## Probiotics

Beneficial bacteria produce organic acids that acidify the gut, which inhibits growth of harmful bacteria, maintaining desirable gut conditions.

### Bifidobacterium

Found in the large intestine. Inhibits E.coli overgrowth and promotes bowel movement

### Lactobacillus

Found in the small intestine. Builds immunity and antimicrobial substances, normalizes intestinal conditions, and inhibits the growth of E. coli

### Streptococcus

Breaks down lactose in the large intestine, inhibits the growth of E. coli, and enhances bowel movements

### KFDA Daily Value

100 million to 10 billion

### Storage Instructions

Store in a cool, dry place away from direct sunlight.

### Multi-Strain

Six 7-strain probiotics combination for balanced gut health

## Main Ingredient – Probiotics

### \* Six 7-Strain Probiotics

**Bifidobacterium longum CBG - C11**

**Bifidobacterium lactis CBG - C10**

**Bifidobacterium lactis Double Micro-encapsulation**

**Lactobacillus acidophilus CBG - C13**

**Lactobacillus rhamnosus CBG - C14**

**Lactobacillus plantarum JBMI5**

**Streptococcus thermophiles CBG - C19**

### \* Features

- May promote lactobacillus growth, inhibit growth of harmful bacteria, and facilitate bowel movement
- CLA-producing strain (patented)
- Double-encapsulated probiotics for safe delivery into the intestines
- Indigenous lactic acid bacteria isolated from Koreans

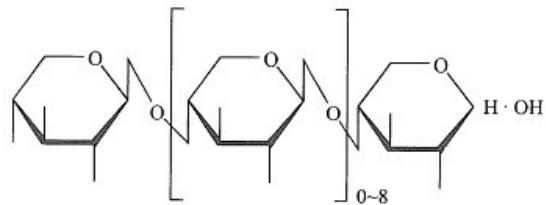
\* Lactobacillus count: **15 billion per intake (up to 3 billion or more delivered to the intestine)**



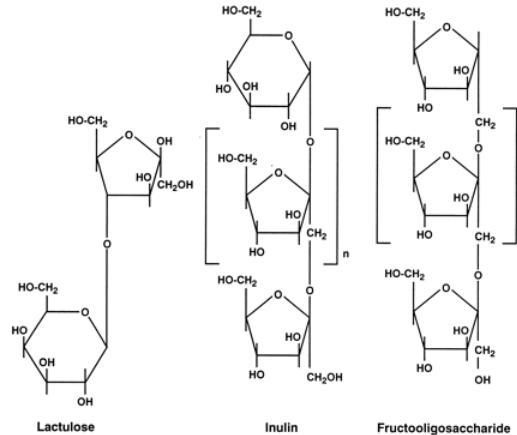
# Main Ingredient

## \* Prebiotics

- xylooligosaccharide, fructooligosaccharide



- xylooligosaccharide



- fructooligosaccharide

## \* Features

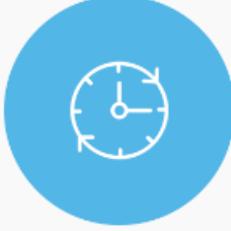
- A non-digestible food ingredient that is utilized by beneficial microorganisms in the large intestine that may promote their growth or activity, which benefits the host's health.
- Undigested materials are absorbed in the upper part of the gastrointestinal tract are utilized by the colonic microbiota. (selectively activates beneficial bacteria such as bifidobacteria and inhibits harmful bacteria such as pathogens)

## \* Vitamin C

- antioxidant



# Serving Size and Suggested Use

Serving Size	Direction	Storage Instructions
		

Take 1 packet once a day.

Take one packet once a day  
preferably on an empty  
stomach or immediately  
after a meal.

Store in a cool dry place.  
Keep out of reach of  
children.

## [Precautions]

1. If you have a medical condition or are currently taking medication, consult a healthcare professional before using this product.
2. Individuals with allergies may have hypersensitive reactions. Please check the ingredients before using this product.
3. Children must be supervised by an adult when using this product.
4. If you experience any adverse effects, immediately stop use and consult a healthcare professional.
5. Please check serving size and directions prior to use.
6. The packaging is sharp. Take caution when using this product not to be injured by the packaging.
7. Do not use this product past the expiration date.

## [Storage Instructions]

- Store in a cool, dry place away from direct sunlight.
- Keep out of reach of children.



# General Balance



## Recommended for

**Those who want to improve bowel movement**

**Those who want to improve overall gut health**

**Those who want to restore gut balance**

**Those who are want a probiotic supplement**

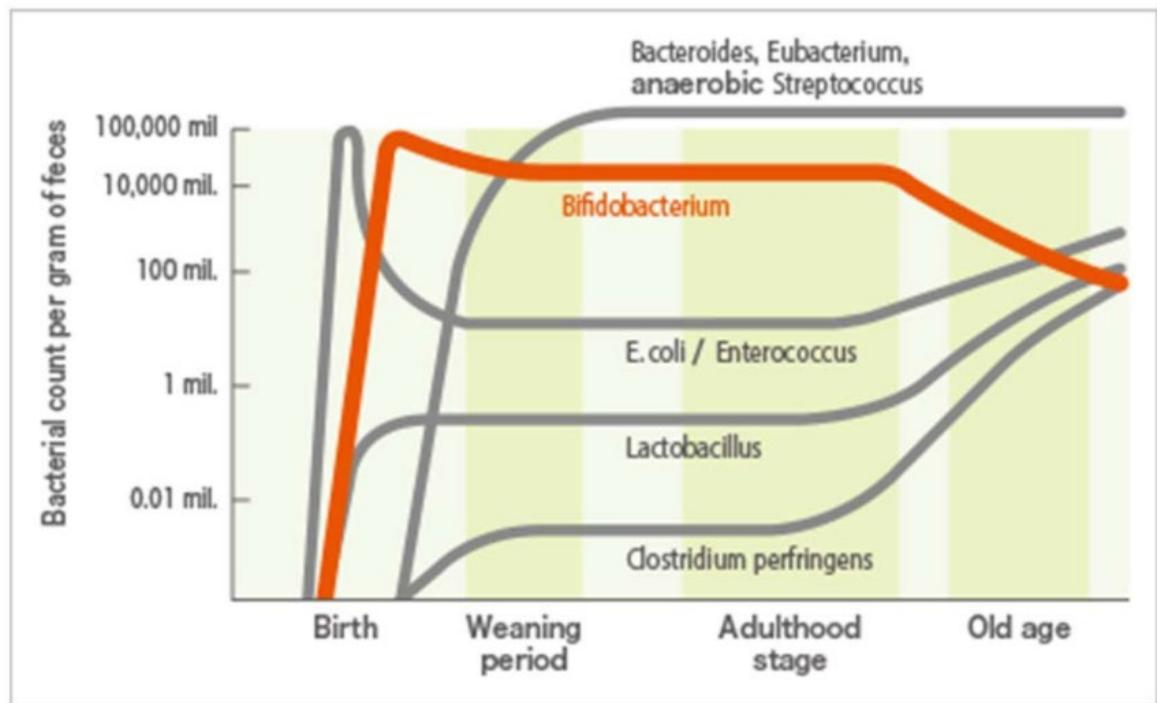
**Those with irregular lifestyles who worry about gut health**

**Those who lack time for regular physical activity**

### Intestinal Microbial Change Over Lifespan

Beneficial bacteria such as *Lactobacillus* *Bifidobacterium* increases during infancy, but the amount of *bifidobacterium* decreases while *clostridium*, which contains harmful bacteria, increases relative to other bacteria with age.

Changes in intestinal microbial balance with age



Source : Mitsuoka, 1976

# Causes of Intestinal Function Decrease

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Functions of intestines can decrease due to factors such as age, inappropriate eating habits, and bathroom habits. Harmful bacteria such as colon bacillus produce toxic materials (ammonia, amine, etc.) using nutrients. These toxic materials are absorbed once again in the intestines, spread toxins in the body, and work as harmful factors. Refined sugar, fast food, snacks with low water content, excessive amount of meat, antibiotics, stress, alcohol, and cigarettes can also cause decrease in intestinal function.

Source: Korean Ministry of Food and Drug Safety